

# DuPont The Business Benefits of Sustainable Growth

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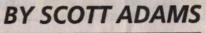


#### DILBERT

## WE NEED TO SHOW MORE CORPORATE SOCIAL RESPONSI-BILITY.

















## **DuPont**The Miracles of Science



DuPont is a science company. We bring science to the marketplace in ways that benefit people and generate value for our shareholders.

## **About DuPont**

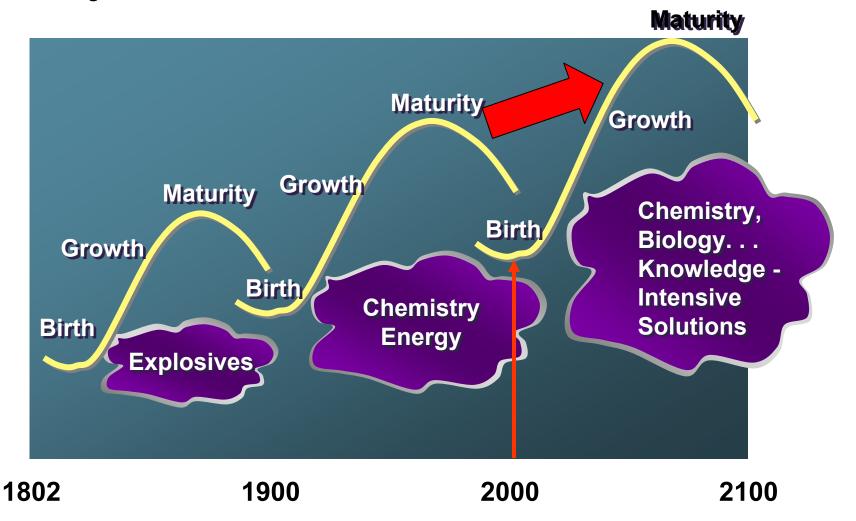
- 200 Years Old in 2002
- \$25 Billion Revenue/\$1.6 Billion R&D
- 79,000 Employees
- Presence in 70 countries including 135 plants and 80 research and development laboratories
- 2,000 Trademarks and Brands
- Core Values Safety & Occupational Health, Environmental Stewardship, Ethics and Treatment of People with Dignity & Respect
- Core Mission: Sustainable Growth



## **New Market Focus**

- Electronic and Communications Technologies
- Performance Materials
- Coating and Color Technologies
- Safety and Protection
- Agriculture and Nutrition
- Textiles and Interiors

## **Major Transitions**







Creating Shareholder and Societal Value while decreasing our Environmental Footprint .... along the Value Chain

"environmental footprint" = injuries, illnesses, incidents, waste & emissions, and depletable forms of raw materials and energy

## Why Sustainable Growth?

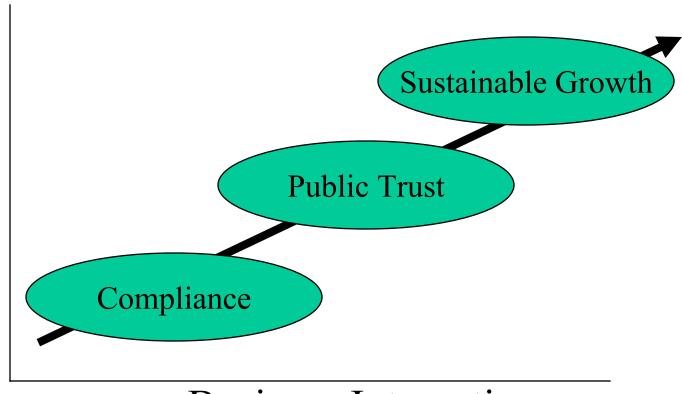


- \* Saves Lives, Avoids Pain, Protects The Environment
- \* Enhances Reputation/Brand
- \* Increases Employee Morale
- \* Achieves Higher Productivity/Fewer Defects
- \* Lowers Costs
- \* Strengthens Customer Relationships
- \* Enhances Business Growth

## **DuPont's Journey**

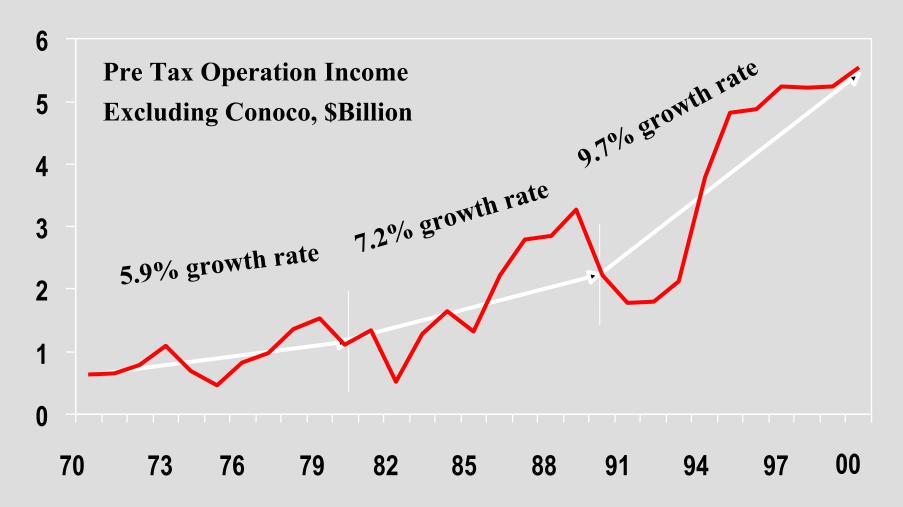


Value



**Business Integration** 

## **Long Term Earnings Growth 1970-2000**



## **Footprint Reduction**



#### Past Decade

Safety & Health World Leader

Major Incidents >100 to **₽**0

Air Toxics (70%)

Air Carcinogens (90%)

Hazardous Waste (Dry) (40%)

U.S. TRI "Releases" (80%)

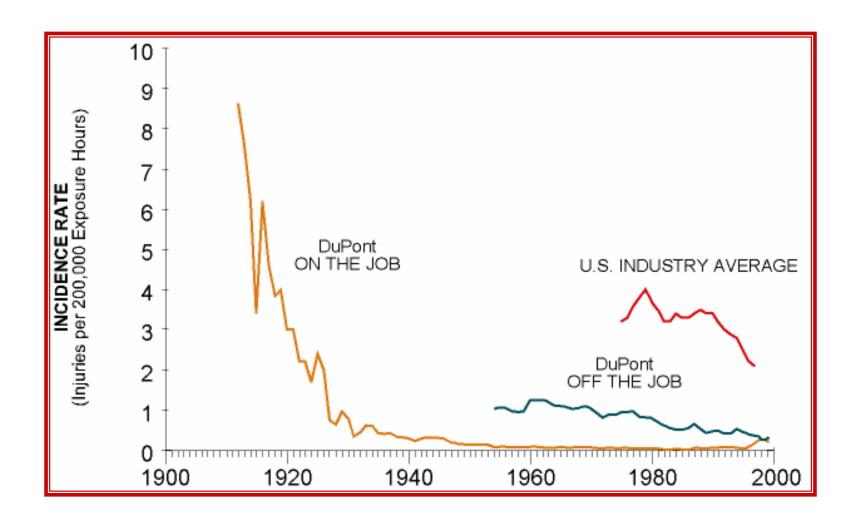
**Energy** Flat

GHG Emissions (60%)

Renewable Energy & Resources 2010 Goals

Note: Production increased 30% during this period

#### **Lost Workday Case Rates**



#### **DuPont's Energy Goals**

Specific 2010 Goals for DuPont:

25% of revenue from non-depletable resources (up from 10% today)

Reduce GHGs by 65% (base yr: 1990)

Total energy usage flat (base yr: 1990)

Source 10% energy use from renewable resources in a cost competitive manner

**Transformation Model** 

Business Integration is Key



Metrics

Training

Framework, & Tools

Broad

Communications

& Employee

Involvement/Ownership

Business/Line

Ownership & Accountability

Integrated, Inspiring Vision

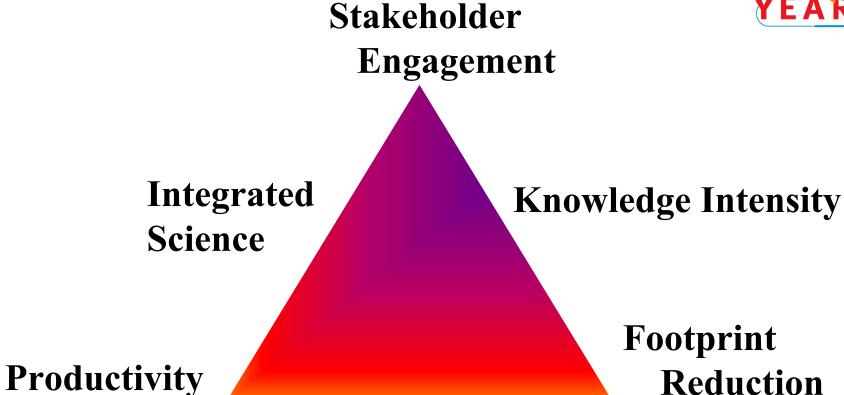
& Clear Business Value

CEO Commitment/Felt Leadership



## **Key Strategies**





## Stakeholder Engagement



- \* Build Public Trust
- \* Fill "Blind Spots"
- \* Guide Technology Development
- \* Generate New Ideas
- \* Gain New Perspectives
- \* Facilitate Growth

## **Key Messages**



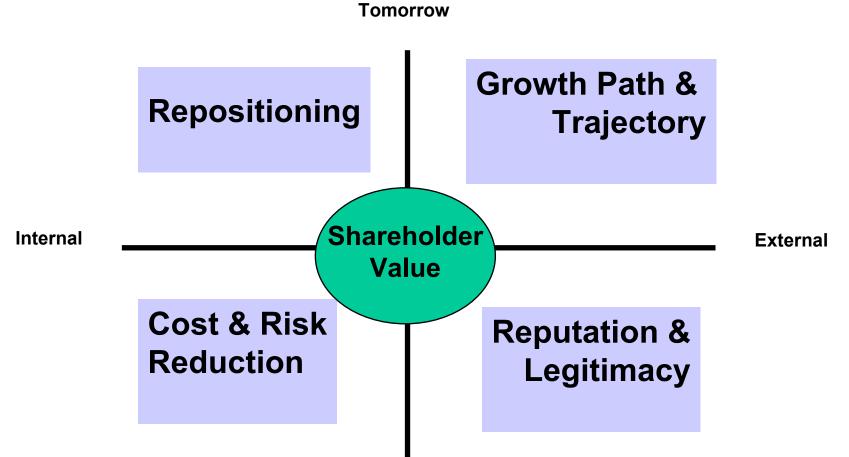
- \* Pursue "More Noble" Purpose
- \* Drive to Zero Footprint
- \* OK to Create Shareholder Value
- \* Create New Partnerships
- \* Keep Your Core Values Out Front
- \* Engage Stakeholders Very Early

## Sustainable Growth - A Business Approach

Knowledge **Intensity Opportunity Integrated** Science **Space for Growth** SVA per LB **Productivity Footprint** Reduction **Stakeholder Engagement New Business Models, Markets, Customers & Partnerships** % of world's people reached 0 100

## Figure 1 Key Dimensions of Shareholder Value





**Today** 

## DuPont Sustainable Value Framework



#### **Tomorrow**

**Drivers** 

- Disruption
- •Clean Tech
- •Footprint

**Strategy:** 

**Clean Technology** 

Fuel cells, solar cell

Components,

biotechnology

**Strategy:** 

**Sustainability Vision** 

Science Company

25% Revenues from

non-depletable

resources

Drivers

- $\bullet Population$ 
  - Poverty
  - •Inequity

Internal

Sustainable Value

External

Drivers

- Pollution
- Consumption
- •Waste

**Strategy:** 

**Pollution Prevention** 

Goal is Zero for all

injuries

Illnesses, incidents,

waste,

And emissions

**Strategy:** 

**Product Stewardship** 

'Building a smaller

footprint'

Biotechnology

Advisory Panel

/ Drivers

- Civil Society
- •Transparency
- Connectivity

## Next 10-20 Years



- Accountability and Transparency
- Social Responsibility
- Stakeholder Engagement, Dialogues
- Integrated Policies Economics, Environment, Social
- Reaching the "Poor and Excluded"
- Renewables
- "Sustainable Growth" Business Leaders



## The miracles of science